



California Integrated Waste Management Board

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**Arnold
Schwarzenegger**

Dan Skopec
Acting Secretary for
Environmental
Protection

May 4, 2006

To: All Prospective Contractors

RE: Public Relations Services for Electronic Waste and Tire Sustainability Programs (IWM05057)

Addendum No. 2 To the Request For Proposal (RFP)

1. **Attachment 1 is the most current listing of businesses who have expressed an interest in this contract.**
2. **The deadline for submission of Proposals has been changed to May 17, 2006. The process schedule, Section I, Overview of the RFP has been revised accordingly as follows:**

Advertisement Date	March 27, 2006
Proposer's Conference at 10:00 am	April 12, 2006
Written Questions Due by 5:00 pm	April 13, 2006
Submittal's Due by 2:00 pm	May 9, 2006 May 17, 2006
Oral Interviews, if required	May 22-26, 2006 May 30-May 31, 2006
Post Notice of Intent to Award	May 30, 2006 June 6, 2006

3. **As stated in Addendum 1 of the RFP, Section III, Qualification, Resources and References item A has been revised. Item A has been revised to allow Proposers who are not located within 25 miles of the CalEPA headquarters building to submit a Proposal, but these Proposers must complete a new attachment, Attachment J, which is included as an attachment to this Addendum. Accordingly, the Proposal Completion Checklist, Attachment G of the RFP has been revised to include this new requirement as applicable. Revised Attachment G is also included as an attachment to this Addendum. Please refer to the referenced sections of the RFP, Addendum 1 and 4.A1 below for more information.**
4. **Section III, Number of Copies has been revised to require submittal of four (4) bound hard copies of the Proposal, marked "Copy". Accordingly, the Proposal Completion Checklist, Attachment G of the RFP has been revised and is included as an attachment to this Addendum.**

California Environmental Protection Agency



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- 5. The following Introduction and questions were posed during the Proposers' Teleconference held on 4/12/06. Answers were given during the teleconference and have been, in part, transcribed directly, but some answers have been shortened, clarified, or are being answered for the first time because they were deferred until this Addendum could be published:**

Introduction given by Jon Myers, Contract Manager:

"It's a little out of the ordinary that we've done two scopes of work (SOW) combined together. And what we are looking for is creating some consistency here on our part, especially with me taking over as project manager for some of these campaigns. So we thought life would be a little bit easier if we could have one bidder going for each of these different scopes. I'll start off with the tires, I have staff here, managers from our Tire Division as well as from our Electronic Waste Division, Mitch Delmage from Tires and Peggy Farrel from our Electronic Waste, who can add a little bit more detail on some of the things that we are looking for. But, over all starting with the Tire Sustainability: at the Waste Board one of our key goals is getting waste tires out of landfills, getting them out of the illegal tire dumps that are all around CA. We've made some significant progress over the years and have seen a mass reduction in the amount of waste tires going to landfills and the reduction of these waste tire sites. However, one of the things that we are looking at is educating the public on sustainable tires, and that is making your tires last longer, therefore not having to go to the landfills as often. One of the big moves that we have is, or the biggest tips I guess we have is, checking tire pressure. People who have tire pressure checked on a regular basis keep the tires lasting a lot longer, not only saving them money so they don't have to go out and buy new tires all the time, but also helping our environment. So, it's little tips like that, sustainable tire care, that we're trying to promote. We're looking to implement this campaign in a lot of under-privileged areas in CA, trying to get the message out to more the underserved. Therefore, we put in some elements of multiple languages. What we want to do is to try to do an education and outreach campaign as well as a behavioral change kind of campaign, and reach out to those non-English speaking communities as well. Tire staff have done research that shows that we haven't done a great job in reaching those markets yet. So that's kind of an overview, a quick overview of that project.

The other component to this RFP is our Electronic Waste Recycling net. As many of you probably know, or have even dealt with starting January 1st, 2005, California started implementing a new fee program on certain computer components, mainly monitors and televisions as well; Depending on the size of the monitor or television you could be paying from six to ten dollars at the point of purchase. That fee that is collected goes to the Board of Equalization; comes through us; we distribute that money back to the recycler; and the recycler then pays off the collector. We started a campaign about three to nine months before that January fee hit. We contracted with Earth Communications Office (ECO) down in Santa Monica who did a great job at helping us develop some PSAs (public service announcements), some education material, and most importantly e-Recycle.org, a website that is all encompassing. It's done a great job of providing information to the public and we've been trying to actually brand e-Recycle.org. The program itself has been very successful. We've hit, if not exceeded, all our marks for collection, what we thought would be coming in. The idea was to make recycling computers and televisions easy and convenient for our California consumers and so far that's

been working. There are many free places now to bring it. Some still charge a fee when you have to drop it off, but these fees are helping build that infrastructure. At the beginning of this campaign, when ECO started moving forward, they had a lot of resistance from the retail industry in trying to get on board. It might have been due to some confusion on exactly what this entails, what their role is. Whatever the cause is, they didn't jump in as much as we would have liked them to. So we've come back, developed this RFP (Request for Proposal) to start working with the retailers, so they can educate their employees-the people right there who actually have to take that money-because I'm sure that over the last year and a couple months now, that sales clerk at the counter has been getting an earful about "Why am I paying ten dollars for this TV?" So retailers now getting on board, they understand. We have some great PSAs that were already provided by ECO; We would like to start using that. In fact, we have somebody who we still contract with, down in the Southern California area, which has done a great job, more recently, getting the PSAs played statewide. Plus he just got us in with Wal-Mart, kind of a first segway into the retailers, where Wal-Mart is going to be playing these PSAs on their overhead televisions throughout the store. So that's kind of the overview of what we're looking for with that campaign."

Q1: You mentioned in Addendum 1 that there will be some kind of certification regarding the 25 mile radius requirement, when do you think you'll have a decision on that?

A1: The SOWs show that there is a lot of visual material and collateral material building that needs to be done and in the past, the Board has had trouble meeting with a contractor and trying to go over material. And, as you can imagine, it's hard to do over a telephone when you're talking about one color, or an idea or concept. So, the idea is to ensure that we have a contractor that's going to be able to be here on an as-needed basis. If a proposer can demonstrate that they can be here, with a twenty-four hour notice, to go over materials and design concepts, I'd be pleased with that. I think it's just [being able to] demonstrating that ability.

The 25-mile radius restriction under Section X, Qualifications and Resources is deleted from the RFP. Instead a certification form is attached (labeled Attachment J) requiring any Proposer who does not have a principal place of business within 25 miles of the CalEPA headquarters building (located at 1001 I Street, Sacramento, CA 95814), to certify that they can meet the schedule demands.

Q2. Do you have any sense, between the Tire and E-waste, how much of the budget will be allocated to each Program?

A2: These are two separate scopes of work the Board approved: \$500,000 in each of FYs 2005/2006 and 2006/2007 for E-Waste, which is equivalent to \$1,000,000 over the two years; and \$300,000 in each of FYs 2005/2006 and 2006/2007 for Tire Sustainability, which is equivalent to \$600,000 over the two years. The total available budget is \$1,600,000.

Q3: Does that budget include all production, things like printing?

A3: Yes the available budget is expected to cover all production costs.

- Q4: You say you have existing PSAs. Are they in any languages other than English, or just in English?
- A4: Yes. We have two PSAs, made for video/television and these are both in English and Spanish, and two that were made for radio, also both in English and Spanish. The video PSA had an English voiceover done by Jeff Goldblum, part of what ECO did working with the Hollywood celebrities, and the Spanish voiceover was done by Esai Morales. They are great PSAs.
- Q5: Is it your intention then, in our scope of work, that we assume we are using these PSAs or are you expecting new PSAs?
- A5: The SOW does not request new PSAs for the E-recycling portion of the contract, but there are PSAs required for the Tire portion. The existing PSAs cover the E-waste program. The SOW does require new PSAs for the Tire Sustainability portion of the contract since we do not have any PSAs for the Tire Program.
- Q6: You mentioned on E-waste, that the PSAs are currently being distributed statewide and have placement in Wal-Mart stores by some organization. Is that ECO, or can you clarify that for us?
- A6: It's not ECO. The contract with ECO has now ended. We hired a PR (public relations) consultant that worked with ECO through the campaign and he was kept on to do some minor work. His name is Paul Williams and he's based out of Santa Monica, but he works a lot in the Southern California region. His PSA placement occurred after the ECO contract ended. I never felt comfortable with the amount of placement we got with the PSAs, so I worked with Paul Williams and he created a game plan for our placement that is going on right now, including Wal-Mart.
- Q7: So his [Paul Williams] contract is continuing at this point and time then?
- A7: Yes.
- Q8: In the RFP it mentions developing the TV and radio public service announcements in multiple languages? How many is multiple? What are we looking at as far as a basis for our cost submittal?
- A8: What we are looking for is the capability of doing twelve languages, but I'd like to have research done up front, by the contractor, to see where we can get the most bang for our buck-out of which languages and which communities. We need that capability, access to twelve languages, but I anticipate maybe four to five that we would actually need.
- Q9: So the research would dictate which languages we actually use?

- A9: Yes, we're looking for the experts to come in and let us know how many languages are really needed. As I said in the introduction, we really want to reach the underserved markets that we haven't reached before, and a lot of that is due to language barriers.
- Q10: You mentioned at several points in the RFP that the costs of translation, etc. will be born by the Contractor. Would the research and other activity continue to build up to the six hundred thousand that's allocated for the contract? [\$600,000 is in reference to the Tire funding only]
- A10: Yes.
- Q11: So, we can bill hours conducting that research? We can bill translation hours to the contract? There was a prohibition in the RFP with regards to translation services.
- A11: Yes, these are included in the contract.
- Q12: Since the RFP covers two separate, but related topics, is it possible to submit a proposal for just one of the projects, not the other? And now, we have a split budget between the two different projects. Can we submit a proposal for lets say the Tire Sustainability and not the Electronic Waste?
- A12: No, our idea was to have one bidder for both of these scopes.
- Q13: There was a requirement to show that the proposer had experience with at least three contracts of this size or larger. How heavily does that experience weigh on your evaluation?
- A13: Yes, we have it listed as a resource that must be met. Letter E under Qualifications and Resources states that "The proposer shall provide a minimum of three (3) references of comparable size to CIWMB for which the proposer has provided a similar range of program research, development, management, and evaluation." The proposal scoring criteria shows the weight that this experience will be given in the evaluations.
- Q14: There is a reference on page six (6), under the Waste Tire Program, at the end of the first paragraph, that says "generate fewer scrap tires and increase markets for tire-derived products. This Scope of Work (SOW) supports both methods." Would you describe what you're looking for as far as increasing the markets for tire derived products?
- A14: What we're looking for, in that regard, is once we have the attention of the audience, perhaps through an op ed (opinion editorial), where they're talking about taking better care of their tires, we'd like to include a plug for tire derived products. A tire derived product could be something like a rubberized asphalt concrete road that will make the road quieter and lasts longer. It might be a product that is a weed abatement mat that can be put along roadsides to keep weeds down, reducing the use of pesticides. So what we're looking for is the opportunity to insert a plug for one of those types of tire derived products.

Q15: I don't see that mapped to the Scope of Work?

A15: In Section VI, the introduction and objectives of the SOW discusses generating fewer scrap tires and increasing markets for tire-derived products, so that's kind of the lead in to it. While tire-derived products are not specifically discussed as part of this campaign, there is a significant link between tire derived products and tire sustainability and we would not want to lose an opportunity, if it is provided, to make mention of tire derived products.

Q16: There is an article in "Recycling Today" on the net dated February 16th that talks about the Tire Derive Product Business Assistance Program. How will this effort be coordinated with that program?

A16: We have several large contracts that are pieces of a bigger puzzle. The one that you mentioned, the Tire Derived Product Business Assistance Program, is to help the manufacturers of these tire-derived products become more efficient, so that the costs can go down. We have a contractor for outreach, to locate government decision makers and to encourage them to purchase tire-derived products. Another goal is to get signs up for rubberized asphalt concrete (RAC) roads. When you're driving along a regular road and you come to the RAC part, you can actually hear and feel the difference. We'd like to get signs up that say "You are now driving on a RAC road". I'd like to see these signs in multiple languages. It all ties together in the sense that, we're trying to get the information pushed up from the bottom, so that regular people know about tire-derived products, know about taking better care of their tires; the decision makers are hearing about it; the businesses that are making it are becoming more efficient. We have contracts with experts that will help the local governments better use tire-derived products like RAC and tire derived aggregate, which is used in several applications of public work departments. So, there are five or six different large contracts that we have and they all form a piece of a bigger puzzle. This is the challenge for us, to show where there are tie-ins and make sure we get benefits of the tie-ins without having overlap or duplication in the contracts.

Q17: At the end of the article, it says the public relations firm, Riester-Robb is involved with that particular effort. Does that kind of constitute them as somewhat of an incumbent for the current project?

A17: No, there are no incumbents for the current project.

Q18: Earlier on, under the qualifications, it's asking the contractor to talk about their procuring, or doing scheduled paid media. Can you clarify that for both the Tire and E-waste campaigns that you are actually looking for the spot PSAs? You're not looking for a whole lot of paid media behind those, or are you? Basically in the qualifications, you want the firms to kind of explain that we know how to do paid advertisement. Are you looking for those to be attributed to public service announcements or are you looking for a paid schedule to support it? It sounds like you want PSAs because the budget is fairly

limited, but I want clarification on that. As far as getting them distributed, you can distribute the spots and basically ask stations to run them, but you're not paying the stations to do it? Are you requesting a paid campaign behind it? A paid campaign can get pretty expensive.

A18: For the E-waste campaign, it wasn't part of the scope. I felt comfortable with the PSAs that we have and our ability right now to move those forward. For the Tire campaign, because we are focusing on the non-English languages, we're hoping to get the PSAs shown more readily. We are not looking for paid advertisement, we're looking to non-English language newspaper, a lot of times they're looking for stuff to put in their newspapers. So we are hoping to get as much free advertisement as we can. We're not looking to do paid advertising.

Q19: I want to confirm that if we identify a DVBE firm who is also small business, that the firm can count towards both the 25% small business goal and the 3% DVBE goal, or can that firm only count towards one?

A19: Yes, the firm can count toward meeting both participation goals. The SB/DVBE Participation Summary form must list the same subcontractor two times- once indicating 25% under SB and a second time indicating 3% under DVBE. This will ensure that the prime contractor receives credit for meeting both participation goals.

Q20: As far as maintaining the website, as outlined on page 28, section G1, can you clarify exactly what you're looking for? Are you looking for monthly updates, quarterly updates? Can you also confirm that ECO designed that site? I saw something on that website about Tree Media Group design.

A20: As the Program changes, the website needs to reflect the changes as we grow. The fact that e-Recycle.org is a new program, new to the public, we need to move it into the next level so that it has more information, new updated information, etc. That's ongoing. Ongoing updates are needed for the two years of the contract. Tree-media is the organization that created the site.

Q21: For budgetary purposes, can we assume that the contractor will be the one doing the actual updates, or providing them [Tree Media Group] the updates?

A21: Although Tree Media Group actually designed the website, got it up and running for us, we control that website here at the Board. It's on our servers so we have access to it. All the recent updates were made by Peggy Farrell in coordination with our webmaster. We have complete control of the website here at the Waste Board.

Q22: So is that what you would want going in the future, is for the contractor to help your web designer to make updates?

A22: We're looking for the contractor, as we start moving forward, to work with the retailers developing material, and to work with our web designers and programmers to put

material up onto that website. As I said before, e-Recycle.org has become the brand of our e-Recycle campaign. We've been trying to implement a sponsorship program with the manufacturers on the e-Recycle.org. The contractor would be very involved with this sponsorship program. We are looking for matching funds from the manufacturers who participate on that website.

- Q23: About that sponsorship strategy, could that also include engaging retailers as well as manufacturers, and could that funding be used for paid advertising to supplement the PSA campaign?
- A23: At this time, the direction is for manufacturers to sponsor e-Recycle.org. Yes, we would be able to recognize retailers as sponsors and that sponsorship could go towards outreach efforts including advertising.
- Q24: Going back to the media buying, can you reconcile for us, given that there is a current contract in place, some of the requirements on media buying, media placement and how much that will factor into scoring?
- A24: You are talking about the E-Waste PSAs. We don't put a lot of emphasis on earned media for the electronic recycling portion of this contract. Most of this will be working with the retailers and developing those relationships. On the Tire Sustainability side, the vision has been to have a contractor or a subcontractor that already has access to community leaders. They would already have relationships built, so could go immediately to the community leaders. Maybe we could get some op eds, published in some local newspapers, become associated with some event. We are not looking for much paid advertising at all. We are looking to create community involvement through free media and have access to those relationships through our contractor.
- Q25: Will the questions and answers from the teleconference be made available to everyone?
- A25: Yes, the meeting is being tape-recorded. The questions and answers will be made available in an Addendum.
- Q26: Any questions that are submitted after this call, but before the deadline, will also be answered in the addendum, is that correct?
- A26: Yes.
- Q27: Do you have a sense of the timeframe? Do you want all deliverables by June 30th of the next year [2007]?
- A27: Deliverables should begin soon after the program starts as we will be working with retailers and community and media. There is a three year spending rule that requires that fiscal year (FY) 05/06 money be spent by June 30th of the third fiscal year following the encumbrance, in this case, June 30th 2008. FY 05/06 counts as the first year, then FY

06/07 is the second year, and FY 07/08 is the third year. After FY 07/08, the funds revert.

Q28: Do you want us to develop our work plan based on a twelve month period, utilizing all the funds, or do you want us to do it over multiple years?

A28: The funds and work plan cover a two year period.

Q29: So basically for the Tire section, we have \$300,000 to play with in the first year and another \$300,000 in the second year?

A29: Yes.

Q30: I understand that there are PSAs that have already been produced by other agencies like ECO, and those are for the Electronic Waste Recycling, but for the Tire Sustainability, you're asking us to produce PSAs? Did you say that you're not looking to put these on television or radio? You just want to use social marketing? If that's the case, what's the benefit in producing PSAs?

A30: I would like to see the PSAs played on television and radio, but I wasn't looking to pay to have them played. We acquired some free media with the PSAs that were created for the e-Recycle Program. We have had some interest in free media, and we were looking to do that with the social marketing part of the Tire Sustainability project as well. So there would be a cost in producing the PSAs, but hopefully, placement through local relationships with the media in a particular area, would be free.

Q31: For the E-waste, obviously the website has been defined. There is a definite look and feel. We are assuming that the CIWMB would like to go ahead and maintain that look and feel and just have the winning contractor extend that, is that correct?

A31: Yes, that's correct.

Q32: As for the two sponsors that are currently listed on that site, can more information be provided about their sponsorship level, or do they basically just help underwrite the costs of the PSAs?

A32: The two sponsors that are on that sight are not currently part of the sponsorship program and will be removed.

Q33: But they were the ones that helped underwrite the PSAs that are up there right?

A33: No, not the PSAs. The PSAs were part of the contract that we had with ECO. They helped underwrite some of the current placements that we're getting now.

- Q34: With regards to the toll free hotline, does the CIWMB have any preference or regards to whether there are live operators the entire time or can it be partly automated? As you know, toll free lines can get very expensive, depending on how they're set up.
- A34: We were looking at having the contractor help us to organize the toll free hotline, but it would be housed in the CIWMB. The hotline would utilize staff of the CIWMB, but we need help getting the hotline up and running.
- Q35: Are you saying that people inside your organization will actually be answering the phones, or are you saying that your organization would take care of the cost of the hotline?
- A35: This is a direct line to a person who can answer questions in regards to recycling personal computer, monitors, things of that nature. What we need is a toll free line developed. There will be information provided on that. Ideally the hotline will reference erecycle.org, so there would be some recording required for that piece, and then the call would go to a person here within the building.
- Q36: Who will pay for the toll free number-the ongoing costs, operational costs?
- A36: The CIWMB will pay for the toll free number and any ongoing operational costs.
- Q37: So the contractor basically would help identify a vendor to set up that toll free line and maybe help in regards to wording and that's all?
- A37: Yes. (See also A56)
- Q38: The CIWMB has done some research with regards to tire usage conducted in multiple languages. Is the aggregate data available, versus the summary document that can be found on the CIWMB site? It is a PowerPoint presentation that's about ten pages long.
- A38: There is a Power Point presentation available at <http://www.ciwmb.ca.gov/agendas/mtgdocs/2003/05/00011856.ppt>. The data used in the analysis is not available. Another report, "Consumers' Tire-Buying Habits and Their Knowledge of Tire Maintenance, Recycling, and Disposal" can be viewed at <http://www.ciwmb.ca.gov/Publications/default.asp?pubid=1009>. Finally, the report on "Community-based Social Marketing Pilot To Increase Proper Tire Maintenance" was submitted to the CIWMB, but has not been reviewed by the CIWMB's Office of Public Affairs therefore is not yet available on the website.
- Q39: On page 14, you ask for samples of written work. Could you give us a little more direction on what kind of materials you're wanting to see, whether it be creative, or fact sheet type stuff or what?
- A39: We are looking for a creative edge. As you can see from some of the e-Recycle.org project, especially the website itself, it's not typical for State government. We ventured

out a little bit. I would like to continue that creative edge, especially in reaching out to some of the underprivileged markets in California. So, we're hoping to see a creative edge to some of the material, whether it be apparent in how you present facts sheets, or point of sale material, etc.

Q40: With regards to the licensing of the e-Recycle.org logo, are you looking for the website to be updated and registered on a regular basis or are you looking at actually getting that logo licensed?

A40: We want to license the logo and keep it up to date as required.

Q41: Would that include authorization of the use of the logo for partners or people who want to promote the website?

A41: The contractor would be involved in that, but we do a lot of that in-house. This is an aspect that we'll need to coordinate with the winning contractor.

Q42: On page 26, you talk about a mid-summer roll out. Are you looking to make some announcements that the Board is going to be undertaking this effort or are you looking to have certain things rolled out by then?

A42: I think by then, we'd be happy if we could make the announcement. The Scopes of Work were approved in October and December 2005, so we have a Board that's anxiously awaiting some kind of roll out.

Q43: The timeline on page 8 is assuming that the award would take place in June 2006. You've made reference a couple of times to the way the budget is broken down as 05/06 and 06/07. Are we actually assuming 06/07 and 07/08, that June 30th of this year will end the 05/06 contract year? Are you saying that the FY 05/06 \$300,000 for the Tire program has to be spent by June 30th 2006?

A43: It does not. The FY 05/06 funds need to be encumbered before the end of the FY. Once it's encumbered in a contract, then we'll have the three year life of the money, keeping in mind that one year has already been taken up. So there will be two years to spend that \$300,000. Then the next year's funds would be encumbered with three years in which to spend the FY06/07 money. The contract won't last that long, but if contract needed to be extended, the FY 06/07 money would have a three year life.

Q44: So the expectation is the twenty-four month cycle will start in June of this year [2006]?

A44: Yes, that is when the contract will hopefully be executed. Services will start in this FY, using this FY money.

Q45: You want a two year budget for the Tires and a three year budget for the Electronics?

A45: No, two years for both.

- Q46: Is the Small Business participation a hard and fast requirement or is it a goal? Do we need to identify in our proposal how we'll meet those goals, or can we state that if we come up short, we will make sure we hire appropriate vendors to meet those goals?
- A46: It's a goal. Basically, by the time you submit your proposal, you will have either identified subcontractors in the proposal and on the Participation Summary form, or you will have made a good faith effort. There are several requirements to meeting the good faith effort, including two weeks of advertising for subcontractors who are certified small business and DVBE. In your Proposal, you must have met the 25% goal for small business and 3% for DVBE, or must complete the requirements and fill out the Good Faith Effort form.
- Q47: To confirm, certification by the California Department of Transportation does not meet this requirement?
- A47: No, the business must be certified through the Department of General Services (DGS), Procurement Division (PD), Office of Small Business and DVBE Certification (OSDC).
- Q48: The small business goal is 25%, but the standard cost preference is still included with the use of the small business contractor? If you're a small business as the prime, there is still the cost preference in the scoring?
- A48: Yes. As long as 25% of the total proposed costs will be performed by a certified small business, you will receive the 5% preference points on your proposal.
- Q49: So you don't even necessarily have to be the prime *and* small business? As long as you have a small business that is performing 25% or more of the business, you can get the preference?
- A49: Yes.
- Q50: Who did you contract with for the branding on the E-Waste?
- A50: The branding of e-Recycle.org was done by ECO. We have an in-house graphic support service team who worked with ECO, so there was a lot of collaboration, but I think ECO took the lead on that creation.

6. The following questions were submitted in writing during the Question and Answer period (closed as of 4/13/06):

- Q51: The scope of work states that there is a toll free hotline that has to be maintained. Is the cost of this to be included in the bid? If so, would this include both staffing and charges from the phone company?

- A51: No, the cost of the toll free hotline would be at CIWMB's expense along with staffing. CIWMB is looking for contractor to establish the hotline on behalf of CIWMB and to implement the hotline into the campaign.
- Q52: Please confirm the budget of \$1.6M is for two years, not per year. Also, does a certain amount of the budget need to be allocated to each campaign or is that up to the contractor?
- A52: The budget of \$1.6M is for two years. The contractor will need to stay within the allocated budget for Tire and for E-Waste as shown below:
Tire=\$600,000 over the 2-year term
E-Waste = \$1,000,000 over the 2-year term
- Q53: Since all proposers are required to subcontract at least 25% of the total bid to a certified SB, then is it correct to assume that all proposers will get a 5% preference automatically?
- A53: Only those Proposers that indicate on the SB/DVBE Participation Summary form that 25% of the total proposal cost will be subcontracted to a CA certified SB, will receive the 5% preference. If a Proposal is unable to identify a SB on the participation form, they must have met all the requirements and document this on the Good Faith Effort form. Proposers that meet all the requirements for the Good Faith Effort will not be disqualified, but will not receive the 5% preference.
- Q54: Is there any current research on either issue that the CIWMB would be willing to share? Information beyond what is available on the CIWMB web site.
- A54: No, there is no other current research available.
- Q55: Can an identified DVBE who is also a SB "count" towards the 25% small business goal and the DVBE goal of 3%?
- A55: Yes, the firm can count toward meeting both participation goals. The SB/DVBE Participation Summary form must list the same subcontractor two times- once indicating 25% under SB and a second time indicating 3% under DVBE. This will ensure that the prime contractor receives credit for meeting both participation goals.
- Q56: Please clarify what exactly CIWMB means by "maintaining" the web site as outlined on page 29, G.1. Does this mean hosting? Quarterly Updates?
- A56: The website will be contained on the CIWMB servers and all publishing rights belong to CIWMB. Maintaining website information is defined as submitting to CIWMB all new or edited content, creating or identifying new or needed graphics, and submitting to CIWMB any and all additional information that is needed for publishing to the CIWMB webmaster. This process may require coordination and time spent with CIWMB webmaster and the CIWMB Contract Manager.

- Q57: What are the material quantities required for each campaign? Is that up to the contractor based on budget allocation? Should we assume we are responsible for all fulfillment and distribution?
- A57: Material quantities will be based on the proposers concepts and plan of action. As stated, CIWMB is looking to work with electronic retailers to create Point Of Sale (POS) materials which may be needed in chain stores reaching a large population. The tire campaign is looking to reach an underserved population for tire sustainability.
- Q58: We need to submit one entire proposal on disc “viewable by CIWMB.” Should that be viewable in PC or Mac format for both?
- A58: The content of the disc must be readable using the Adobe Acrobat Reader.
- Q59: For the Waste Tire Program, please answer or confirm the following:
- a) In what languages does the CIWMB want the radio, TV and print PSAs to be developed in?
 - b) Does the CIWMB want all PSAs (TV, print, radio) developed to use celebrities or just the TV?
 - c) How would the CIWMB like the chosen firm to proceed if focus group testing shows that celebrity PSAs are not the best way to resonate with certain target audiences?
 - d) Would the CIWMB consider out-of-home PSAs?
 - e) Is CIWMB expecting the PSAs to have a paid schedule behind them or is the CIWMB expecting spots to be distributed as pure PSAs? Under qualifications an emphasis is placed on the ability to “purchase” media, but that is not clarified in the scope. Based on the current budget parameters, it appears that the campaign will need to be PSA-focused.
 - f) Under Section I.A.2 – what are the 12 languages that the tire waste outreach materials should be developed in?
 - g) Can the CIWMB help prioritize which languages are most important?
 - h) Confirm that for the tire retailer outreach efforts all the CIWMB is seeking is retailers to use/display free informational materials that are developed? If there are tasks beyond this, what does CIWMB have in mind? Can the contractor make recommendations?
 - i) Should proposers assume that the marketing materials developed under Task I.B.7? Will be the same materials created under the tire retailer outreach task (Task I.B.2)? If not, please clarify.
 - j) Please clarify the key outcomes that CIWMB would like to achieve. There is reference to increased awareness and action on page 26, C. 2. Measurement. Should we assume that action is better tire care or the purchasing of longer-lived tires or both?
 - k) The RFP under Task 1 only mentions the use of non-English media and materials. Does this mean the campaign should only focus on non-English media, or the Contractor should develop an educational campaign with a special emphasis on non-English speaking audiences?

- l) The RFP requests (Task 1.B.6.) that the Contractor develop and implement a partners program with community leaders in target areas. Has CIWMB identified the target areas or should the Contractor make recommendations? The focus appears to be on non-English speaking audiences, is that the intention?
- m) Does the CIWMB have demographic information on tire purchasers in the state? Can the information be shared with those firms bidding on the contract?

A59: For the Waste Tire Program

- a) We are looking to the contractor to propose languages. We are looking for a minimum of 4 languages for voice-overs. Celebrity voice-overs, if obtained, would not be required in multiple languages.
- b) Celebrity voice-overs for radio are preferred.
- c) CIWMB would be interested in any focus group studies that may demonstrate this and are willing to amend if needed.
- d) Yes.
- e) The budget does not allow for priority to be placed on scheduled time and the contractor should be prepared to place PSAs under traditional methods for PSAs. However, given an opportunity within the budget, CIWMB would like to know that the contractor has the ability to purchase paid schedules.
- f) Primarily, CIWMB is interested in targeting much of the underserved populations in California and we look to the contractor to ensure we are reaching these communities in their respective languages.
- g) Again, we look to the contractor to establish these priorities.
- h) This is correct. We are looking for “partners” in this effort to bring the message to communities. Retailers efforts should not need to go beyond display information at POS.
- i) Yes, that is correct.
- j) The emphasis and key goal is creating a higher awareness of proper tire maintenance.
- k) CIWMB placed an emphasis on creating a campaign that concentrates on social marketing to underserved communities. This includes emphasis on non-English speaking communities.
- l) CIWMB is looking for the contractor to propose ideas and concepts for this task.
- m) We currently do not have this information and realize the funding for this campaign does not allow for extensive research. However, there are other organizations that may be able to provide such statistics.

Q60: For the Electronic Waste Program, please answer or confirm the following:

- a) The current website appears to be designed/monitored by Tree Media Group. Does the CIWMB anticipate the winning bidder will continue working with this firm?
- b) Who created the eRecycle logo that appears on the eRecycle web site? Who created the banner ads and commercials?
- c) Based on the statement on page 28 under section I.1 – bidders should assume the CIWMB would like to retain the look and feel of the current web site, logo and advertising materials, correct?

- d) Two “sponsors” are listed on the current site. Can more information on their levels of support be provided?
- e) For the toll-free telephone line, does the CIWMB care if the phone line is party automated? Having live operators all the time will dramatically increase cost and ultimately it will be the local jurisdictions that will need to answer questions such as when can consumers drop off their e-waste.
- f) Task 2.B.1. suggests that state funding for the Electronic Waste program is \$1M. Should the Contractor view the contract as a maximum budget of \$600,000 for the Waste Tire Program and \$1M for the Electronic Waste Program for a total budget of \$1.6M?
- g) Task 2.I.1. describes a program for licensing the eRecycle.org logo and advertising materials. Is it safe to assume the Contract is licensing eRecycle as a program and not the Web site? Is the logo designed to be separated from the ".org" representation?
- h) Is CIWMB aware of any existing 1-800 numbers that are currently being used to promote e-waste recycling efforts?

A60: For the Electronic Waste Program

- a) Tree Media Group is no longer under contract with CIWMB. The CIWMB has publishing rights to this site and maintains the site on its servers. The winning contractor will work with the CIWMB Webmaster on this task.
- b) Earths Communications Office, working with CIWMB graphics staff, created the eRecycle.org logo and banners. CIWMB graphics team will be available to continue to provide this service.
- c) This is correct. However, the CIWMB is open to suggested edits or changes if needed.
- d) As stated in the Proposers’ teleconference, the two sponsors listed are to be removed as the sponsorship has been served and a renewal has not yet been negotiated. The CIWMB is looking to re-negotiate with these, and others, to provide on going support to this campaign.
- e) CIWMB will considered suggestions and options for the hotline.
- f) Yes.
- g) CIWMB is looking to promote eRecycle.org in its entirety. eRecycle.org is the brand.
- h) The most commonly used 800 number is 1-800-cleanup. We currently manage phone calls within our staff, not within a “hotline”

Q61: Beyond outlining the methodology as requested, it is assumed that the CIWMB would like proposers to address each task in further detail as outlined in Section VI?

A61: Yes, Proposers should address each task in detail as part of the Methodology. This is necessary to properly evaluate the cost proposal. If the evaluation team does not know the details about the services to be performed under each task, they will not be equipped to evaluate the proposed costs for those tasks.

- Q62: For “samples of written work” (pg.14) can you offer an example of what would be considered a verifiable example?
- A62: Verifiable examples quite simply means that the submitted material can be sited to the proposer.
- Q63: Has market research already been conducted for either of these two programs? If so, is it available to review?
- A63: Everything available concerning market research for these two programs is already available through the CIWMB website.
- Q64: What is the budget breakdown for each campaign, and for what fiscal years?
- A64: Tire Sustainability portion: \$300,000 in FY 05/06 and \$300,000 in FY 06/07 for a total amount of \$600,000 over the term of the agreement.
Electronic Waste portion: \$500,000 in FY 05/06 and \$500,000 in FY 06/07 for a total amount of \$1,000,000 over the term of the agreement.
The total amount available to fund this project is \$1,600,000 over the term of the agreement.
- Q65: Is there an expectation of any paid media (TV, radio, print or outdoor) for either of the campaigns? If so, what are your expectations toward frequency and impressions?
- A65: We are hopeful that there will be free media made available. However, we understand that some paid media might be needed and there is no set expectation on the frequency.
- Q66: The RFP has required an electronic version of the proposal, does this include all samples that will be submitted or can those be in hard copy format only to showcase quality and creativity of production?
- A66: All samples submitted must also appear in the electronic version of the RFP, readable through Adobe Acrobat (PDF). If the samples include any bulky or large items (items not easily scanned), we recommend taking a digital picture, downloading to your computer, then inserting the picture into your PDF Proposal document. It is important to include all submitted hard copy materials in the electronic version of your Proposal.
- Q67: Is the waste tire outreach program new or has outreach been done for this program? If outreach has been conducted, can you please name the contractor(s) that did the work?
- A67: The waste tire outreach program has been around since the early 90s and we have had some outreach done internally, by CIWMB staff. No outside firms have been used to date.
- Q68: What is CIWMB’s expectation of a start date for the campaign?

A68: July 2006.

Q69: Have any program materials been developed? If so, will they be available and who were they produced by?

A69: Any material that was developed over the years is out-of-date and would be of little use for this effort.

Q70: Is there an expectation of preliminary research to be conducted by the contractor as part of this campaign for the purpose of finding out if a multi-lingual campaign is necessary, or has this research already been done?

A70: The contractor can assume that the demographics of the state would mirror the demographics of the tire buying publics; therefore, they can make suggestions based on statewide language demographics.

Q71: Do you expect the PSAs to run in local or major markets?

A71: No expectations have been set for PSA placement.

Q72: Do you have a certain level of expectation for the placement of the PSAs? Certain time of day, frequency or particular stations?

A72: There are no set expectations on which market type should be run. That will be part of the proposal. However, the campaign is looking to conduct social marketing, as stated in the scope of work, directed towards underserved communities.

Q73: The RFP states that the PSAs need to run in multiple languages, how many languages do you expect?

A73: We expect the contractor to make recommendations regarding this, but it is anticipated that four or five languages will be used.

Q74: Do you expect the celebrity talent's time for the PSA to be in-kind or paid?

A74: PSA's have already been completed for eRecycle.org, so we would be looking for PSA work to be conducted for the Tire Sustainability campaign. The funding for this campaign is limited, therefore, in-kind would be welcomed.

Q75: Please confirm that Earth Communications Office is the current or past contractor for this campaign?

A75: Earth Communications Office conducted a previous outreach effort aimed at educating the public about the recently initiated Electronic Waste Recycling Act. This is a new contract with no prior incumbents.

Q76: Who produced the PSA and radio spots that are on the www.eRecycle.org site?

A76: Earth Communications Office.

Q77: Will this toll-free telephone number be included on all collateral materials in multiple languages, if so is CIWMB staff equipped to handle calls in these multiple languages?

A77: We would look to consult w/the contractor on the appropriate languages and methodology. CIWMB staff are not currently equipped to handle calls in multiple languages.

Q78: Is the goal to receive \$1 million in support identified as in-kind, actual cash sponsorships or a combination of both?

A78: CIWMB is open to all forms of sponsorship.

Q79: If the goal is actual cash sponsorship what is the dollar value expected?

A79: See A78 above

Q80: I would like to request a copy of the Cost Proposal Sheet and Budget by Expenditure Category sheets submitted by the successful bidder for the Recycled Content Materials Marketing IWM04053 contract.

A80: The Cost Proposal Sheet and Budget by Expenditure Category submitted by the successful bidder for the Recycled Content Materials Marketing (IWM04053) contract are attached and labeled Attachment 2.

All other terms, conditions, and requirements of this RFP will remain the same.

If you have any questions relating to this RFP process, please contact me at (916) 341-6105 or at contracts@ciwmb.ca.gov.

Sincerely,

{Original Signed By}

**Carol Baker
Contract Analyst
Administrative Services Branch**

Interested Parties Listing
(Current as of 5/4/06)

Attachment 1

The CIWMB has not confirmed the certification status of firms who have identified themselves as CA Certified Small Business (SB) or Disabled Veterans Business Enterprise (DVBE).

Contact	Email	Company	Mailing Address	City	State	Zip	SB	DVBE
Matthew Kolbert	mkolbert@panagraph.com	Panagraph, Inc.	8365 N. Fresno Street, Suite 410	Fresno	CA	93720	X	n/a
Elisabeth Rosenson	erosenson@webershandwick.com	Weber Shandwick	8687 Melrose Ave, 7th Fl	Los Angeles	CA	90069	n/a	n/a
Brianne Pins	bpins@rogerspr.com	The Rogers Group	1875 Century Park East, Suite 300	Los Angeles	CA	90067	n/a	n/a
Anne-Marie Petrie	annemarie.petrie@cbsradio.com		5244 Madison Ave	Sacramento	CA	95841	n/a	n/a
S. Parini	s.parini@circlepoint.com	CirclePoint	135 Main St., Suite 1600	SAN FRANCISCO	CA	94105	X	n/a
Joel Shapiro	jshapiro@socomm.us	Sourceone Communications	4210 Mason lane	Sacramento	CA	95821	X	X
Diane Glezerman	diane@mcreativegroup.net	M Creative Group, Inc.	23123 Ventura Boulevard, Suite 211	Woodland Hills	CA	91354	X	n/a
Paula Farris	pfarris@panagraph.com	Panagraph, Inc.	8365 N. Fresno St., Suite 410	Fresno	CA	93720	X	n/a
Beverley Kennedy	beverley.kennedy@ogilvypr.com	Ogilvy Public Relations	2495 Natomas Park Drive, Suite 650	Sacramento	CA	95833	n/a	n/a
Jenny Fong	jfong@katzandassociates.com	Katz and Associates	1330 21st Street, Ste 102	Sacramento	CA	95814	X	n/a
Lori Prosio	lprosio@katzandassociates.com	Katz and Associates	1330 21st Street, Ste 102	Sacramento	CA	95814	X	n/a
Jean Gonsoulin	jean.gonsoulin@golinharris.com	GolinHarris	601 W 5th Street, Fourth Floor	Los Angeles	CA	90071	n/a	n/a
Ron Vilarino	recycleron@sbceo.org		165 Cain Drive	Orcutt	CA	93455	n/a	n/a
Shelley McKenry	smckenry@panagraph.com	Panagraph	8365 N. Fresno #410	Fresno	CA	93720	X	n/a
Scott Honiberg	honiberg@erols.com		8280 Greensboro Drive	McLean	VA	22102	n/a	n/a
Lynna Do	lynna@lan-do.com	Lan Do & Associates, LLC	970 Harrison Street	SAN FRANCISCO	CA	94107	X	n/a
Devon Gebhart	devon.gebhart@hillandknowlton.com	Hill & Knowlton	1601 Cloverfield Blvd., 3000-N	Santa Monica	CA	90404	n/a	n/a
James Lee	jlee@leestrategy.com	The Lee Strategy Group, Inc.	1800 Century Park East, Suite 600	Los Angeles	CA	90067	X	n/a
Lori Hahn	lori.hahn@edelman.com	Edelman	921 11th St Ste 501	Sacramento	CA	95814	n/a	n/a

Interested Parties Listing
(Current as of 5/4/06)

Attachment 1

Contact	Email	Company	Mailing Address	City	State	Zip	SB	DVBE
Estelle Saltzman	esaltzman@rs-e.com	Runyon Saltzman & Einhorn, Inc.	One Capitol Mall, Suite 400	Sacramento	CA	95814	n/a	n/a
Lou Costanza	lcostanza@tmdgroup.net	tmdgroup, Inc.	2775 Cottage Way, Suite 15	Sacramento	CA	95825	X	n/a
Katie Shultz	katie@theborderagency.com	The Border Agency	2461 San Diego Avenue, Suite 201	San Diego	CA	92110	X	n/a
Kyle Toyama	kyle@glassmcclure.com	Glass McClure	2700 J Street, 2nd floor	Sacramento	CA	95816	X	n/a
jennifer rector	jennifer@createwithfuel.com	Fuel Creative Group	2120 20th Street Suite 2	Sacramento	CA	95818	X	n/a
Nadine Scarbrough	nscarbrough@pacificmunicipal.com	Pacific Municipal Consultants	10461 Old Placerville Road, #110	Sacramento	CA	95827	n/a	n/a
Tina Reynolds	tina@uptownstudios.net	Uptown Studios	912 1/2 J Street	Sacramento	CA	95814	X	n/a
Jonathan Villet	Jonathan.Villet@owcom.com	OneWorld Communications , Inc.	2001 Harrison Street	SAN FRANCISCO	CA	94110	X	n/a
K Strickland	karen.strickland@sbcglobal.net	Golden Bear Associates	3450 Sacramento Street, #531	SAN FRANCISCO	CA	94118	X	n/a
Rocky Solotoff	rocky@toonmakers.com	Toon Makers Inc.	17333 Ludlow Street	Granada Hills	CA	91344	X	n/a
Jerry Bowers	bowers.advent@comcast.net	Advent Consulting Associates	3541 Pacifica Lane	Elk Grove	CA	95758	X	X
Andrew Wyckoff	andrew.wyckoff@gmail.com	Webb and Associates	4660B Los Alamos Way	Oceanside	CA	92057	X	X
Amy Akmal	amy.akmal@edelman.com	Edelman Public Relations	5670 Wilshire Blvd., 22nd Floor	Los Angeles	CA	90036	n/a	n/a
Ed Boisson	eboisson@rwbeck.com	R.W. Beck	48 Cushing Ave	San Rafael	CA	94903	n/a	n/a
Susan V. Collins	scollins@hfh-consultants.com	Hilton Farnkopf & Hobson	3990 Westerly Place, Suite 195	Newport Beach	CA	92660	n/a	n/a
Kristin Small	kristin.small@mslpr.com	Manning Selvage & Lee	6500 Wilshire Blvd., Suite 1900	Los Angeles	CA	90048	n/a	n/a
Janice Collins	janicecollins@san.rr.com	Collins Communications	11510 Via Playa de Cortes	San Diego	CA	92124	X	n/a
Stacy Witkowski	switkowski@riester.com	Riester~Robb	11833 Mississippi Avenue, Suite 101	Los Angeles	CA	90025	n/a	n/a
genevieve silverio	go.media@yahoo.com	go media / asian journal publicatio	550 E. 8th Street, Suite 6	National City	CA	91910	X	n/a

Interested Parties Listing
(Current as of 5/4/06)

Attachment 1

Contact	Email	Company	Mailing Address	City	State	Zip	SB	DVBE
Stacey Frame	stace@framebyframe.com	Frame By Frame Productions	681 Harrison Street	SAN FRANCISCO	CA	94107	X	n/a
K Strickland	karen.strickland@sbcglobal.net	GBA	3450 Sacramento Street, #531	SAn Francisco	CA	94132	X	n/a
Loren Waldron		MWW Group	One Meadowlands Plaza	East Rutherford	NJ	7070	n/a	n/a
Lisa Duba	lisa@gigantic-idea.com	Gigantic Idea Studio	580 2nd Street #230	Oakland	CA	94607	X	n/a
Donald Roy	don@donroymedia.com	Donroy Media Corporation	4558 Sherman Oaks Ave. #C	Sherman Oaks	CA	91403	X	n/a
Michael Alcalay	michael@alcalaypr.com	Alcalay Communications	601 University Avenue, Suite 123	Sacramento	CA	95825	n/a	n/a
John Voldal	jvoldal@prbiz.com	PRR, Inc.	1109 First Avenue, #300	Seattle	WA	98101	X	n/a
Kendall Flint	kflint@pacificmunicipal.com	Pacific Municipal Consultants	10461 Old Placerville Road Suite 110	Sacramento	CA	95827	n/a	n/a
Torin Lee	torin.lee@be-enterprising.com	Aisling LLC	11921 Freedom Drive, Suite 550	Reston	VA	20190	n/a	n/a
Shange Amani	shange@mclam.com	McDaniel Lambert, Inc.	1608 Pacific Avenue	Venice	CA	90291	n/a	n/a
Joe Irvin	joecastle@foothill.net	Castle Consulting Group	2357 Newcastle Road	Newcastle	CA	95658	n/a	n/a
Kristene Smith	kristene@kristenesmithinc.com	Kristene Smith Inc.	Post Office Box 233553	Sacramento	CA	95823	n/a	n/a
Jeffrey Foster	jeffrey@quinn-design.com	Quinn-design	875 Jackson Street	Dubuque	LA	52001	X	n/a
Jill Wagner	jill@rhainc.com	RHA, Inc.	590 W. Locust	Fresno	CA	93650	n/a	n/a
Diane Glezerman	diane@mcreativegroup.net	M Creative Group, Inc.	23123 Ventura Blvd., Suite 211	Woodland Hills	CA	91364	X	n/a
Nick Patz	nickpatz@nickpatz.com	Ceres Associates	424 First Street	Benicia	CA	94510	X	n/a
Stacey Frame	stace@framebyframe.com	Frame By Frame Productions	681 Harrison Street	SAN FRANCISCO	CA	94107	X	n/a
Juan Santana	info@webjungle.com	Jungle Communications	1750 Montgomery Street, Suite 1108	SAN FRANCISCO	CA	94111	X	n/a
Shana Levy McCracken	shana@gigantic-idea.com	Gigantic Idea Studio, Inc.	580 2nd Street, Suite 230	Oakland	CA	94607	X	n/a

Interested Parties Listing
(Current as of 5/4/06)

Attachment 1

Contact	Email	Company	Mailing Address	City	State	Zip	SB	DVBE
Ronald W. Wong	rwong@icgworldwide.com	Imprenta Communications Group	400 Alhambra Road	San Gabriel	CA	91775	X	n/a
Scott Dosick	scottdosick@capitalpathways.com	Capital Pathways, LLC	2523 Cantara Way	Sacramento	CA	95835	n/a	n/a
Terry Leveille	terry@caltirereport.com	TL & Associates	8740 Bluff Lane	Fair Oaks	CA	95628	n/a	n/a
Alex Rodriguez	alex@dcgco.com	Diversity Consulting Group, LLC	187 Del Canto Lane	Santa Barbara	CA	93110	n/a	n/a
Mark Allen	mark.allen@owcom.com	OneWorld Communications , Inc.	2001 Harrison Street	SAN FRANCISCO	CA	94110	X	n/a
Anne Cadigan	annec@migcom.com	Moore Iacofano Goltsman, Inc.	800 Hearst Avenue	Berkeley	CA	94710	n/a	n/a
genevieve silverio	go.media@yahoo.com	go.media	550 E. 8th Street, Suite 6	National City	CA	91950	X	n/a
Alex Norton	alexnorton@gmail.com	Alex Norton	140 Alpine Terrace	SAN FRANCISCO	CA	94117	n/a	X
Justin Kees	jkees@stratacomm.net	Strat@comm	One Thomas Circle, NW 10th Floor	Washington	DC	20005	n/a	n/a
prabhakar	prabs@yahoo.com	euclid			CA		n/a	n/a
Robert Chasin	bchasin888@aol.com	Recycle Media	1031 Curson Ave. #21	W. Hollywood	CA	90046	n/a	n/a

ATTACHMENT C

COST PROPOSAL SHEET
RECYCLED-CONTENT MATERIALS MARKETING
IWM04053

Complete this form and submit the original in accordance with the requirements of this RFP.
 This form should be prepared to accurately reflect the cost of all items mentioned in the "Scope of Work" of this RFP or reasonably inferred therefrom as necessary to complete the work within the intent of the Agreement.
 Submit your bid based on the FY 2004-05 through FY 2006-07 projected budget of \$1.575 million.

Budget by Task		Amount
Task 1	Conduct Research	\$ 87,000
Task 2	Develop Marketing Materials	\$ 384,000
Task 3	Inventory Potential Projects	\$ 55,000
Task 4	Identify Target Jurisdictions/Projects	\$ 5,500
Task 5	Develop Plan and Budget	\$ 12,000
Task 6	Implementation	\$ 510,000
Task 7	Measurement	\$ 62,000
Task 8	Reporting	\$ 140,000
Grand Total:		\$ 1,255,500.00

Submitted By:

Ogilvy Public Relations Worldwide

Company Name

2495 Natomas Park Dr., Suite 650, Sacramento, CA 95833

Company Address

916-418-1500

Telephone Number

Beverley Kennedy, Sr. Vice President

Authorized Official and Title

Beverley Kennedy

Signature of Official

5/20/05

Date

Budget by Expenditure Category

Prepare a budget by expenditure category in the following format and submit in accordance with the requirement of this RFP.

CATEGORY	Task 1	Task 2	Task 3	Task 4	Task 5	Task 6	Task 7	Task 8	TOTAL
1. Salaries-Sum of Hourly Rates (include Salaries, Benefits, and Indirect)	10,000	100,000	50,000	5,000	10,000	260,000	60,000	100,000	595,00
2. Benefits									
23. Travel		8,000	1,000			30,000		1,000	40,000
34. Communication/Postage						155,000		39,000	194,000
45. Supplies			4,000	500	2,000	65,000	2,000		73,500
56. Services		233,000							233,000
67. Equipment									
78. Contractual	77,000	43,000							120,000
9. Indirect									
TOTAL BY TASK	87,000	384,000	55,000	5,500	12,000	510,000	62,000	140,000	\$1,255,500

* Each Task Total must equal the amount identified on Attachment C (Budget Expenditure by Task).
 All invoices requesting payment shall be submitted broken down by the cost category as indicated above.
 Travel required to meet the scope of this project shall be included in the total bid. Applicable travel costs will be charged at the state-approved rate and will be pre-authorized by the CIWMB Contract Manager.

Note: Out-of-pocket items include mark-up of 10%. A standard 15% commission has been taken on advertising.

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**CERTIFICATION OF
AVAILABILITY FOR MEETINGS HELD AT CIWMB HEADQUARTERS
(1001 I STREET, SACRAMENTO, CA 95814)**

The undersigned acknowledges that he/she has read all of the requirements set forth in the Request for Proposal and, if awarded this Agreement, he/she will be available, with twenty-four hours advanced notice, to physically attend all meetings at the CIWMB Headquarters building as requested by the CIWMB Contract Manager during the term of the Agreement. The CIWMB Headquarters building located at 1001 I Street, Sacramento, CA 95814.

I certify under penalty of perjury that the foregoing is true and correct. This certification is made under the laws of the State of California.

_____	_____	
Name of Organization	Signature of Authorized Representative	
_____	_____	
Location where signed	Printed Name and Title	Date

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Proposal Completion Checklist

Please use this checklist to assist in the preparation of your Proposal package to ensure that all required items are included.

-
- ☐ Signed Cover Letter on Company Letterhead

 - ☐ Copy of Current State Issued/County Issued License (as applicable)
 - ☐ Client References
 - ☐ Small Business/Disabled Veteran Business Enterprise (DVBE) Participation Summary or
 - ☐ Demonstration of Good Faith Efforts
 - ☐ Personnel Information and Organizational Chart
 - ☐ Methodology
 - ☐ Hourly Rate Sheet
 - ☐ Cost Proposal Sheet
 - ☐ Contractor Status Form

The following number of PROPOSAL packages must be submitted as the Contractor's response to this RFP:

- ☐ One (1) unbound reproducible original Proposal package marked "original."
- ☐ ~~Three (3)~~ **Four (4)** bound Proposal packages marked "copy".

- ☐ One (1) Electronic copy of Proposal Package in Adobe Acrobat format.

The following form is only required upon submittal as applicable pursuant to the provisions outlined in Section III, Submittal Requirements:

- ☐ Certification of Enterprise Zone Act Preference
- ☐ Certification of Target Area Contract Preference Act
- ☐ Certification of Local Military Base Recovery Area Act Preference
- ☐ **Certification Form if principal place of business not within 25 miles of CIWMB (NEW)**

The following forms are not required at the time of the proposal submission but will be required by the successful contractor during the contract period:

- ☐ Attachment E, Recycled Content Certification
- ☐ Payee Data Record

Please note that if any of the items are missing from the Proposal package, the package will be considered incomplete and will be disqualified from the process.